

PRESS RELEASE

5th July 2016

A TASTE OF SPAIN ARRIVES IN NEWCASTLE

North East shoppers are able to sample some of the very best of Spanish food and drink at Fenwick Food Hall as part of the 'Taste of Spain' promotion – a very first for the North East of England.

The Spanish Food & Drink Federation (FIAB) www.fiab.es as part of their Excellence of Spain promotion are for the first time showcasing the best of Spanish food and drink at Fenwick Food Hall. FIAB represents over 4,000 Spanish food & drink companies which equates to almost 80% of the industry's turnover.

The promotion involves a range of over 100 premium Spanish products will run until July 10th and customers will have the chance to sample products including olive oils, hams, cheeses, Turrón, chocolate, coffee, wines, beers and ciders. Several of these products are exclusive to Fenwick and new to the UK. There will also be the opportunity to meet the producers who are travelling from Spain to support the event.

Gerald Lawson-Tancred, Managing Director of Xtend2 Ltd the trade promotion company that arranged the partnership between FIAB and Fenwick said: "We are really excited that this event is taking place in the North East of England for the very first time. We have project managed several of these promotions before which have always taken place in London and the South East. Fenwick has been identified as the ideal partner for a Spanish food and drink promotion. The UK is one of the most important markets for Spain with food and drink exports worth over €1.6 billion in 2015.

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